

CLIFF LEDE

VINEYARDS

Matthew Ferris **National Sales Manager**

Matthew Ferris is an award-winning wine and hospitality professional with more than 20 years of experience building brands, developing markets, and fostering meaningful relationships nationwide. In 2026, he joined Cliff Lede Vineyards as National Sales Manager, reconnecting with the classic Napa Valley wines that first inspired his passion as a young sommelier.

Throughout his career with respected wineries and portfolios, including Jackson Family Wines and Peake Ranch in the Sta. Rita Hills, Matthew has built a reputation for combining strategic leadership with an authentic, approachable style. He believes wine should be memorable, approachable, and fun, with a focus on storytelling, hospitality, and creating lasting connections through shared experiences.

Before transitioning fully into the wine industry, Matthew held management roles with Gibsons Steakhouse, Sunda New Asian, and McCormick & Schmick's, experiences that shaped his hospitality-first mindset and appreciation for service, food, and beverage.

Outside of work, Matthew enjoys cooking, traveling, music, and coaching youth football. He loves bringing friends and family together with great meals and memorable bottles of wine. Matthew lives in Kansas City with his wife and two children.